

TRIPURA GAZETTE



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PART--I-- Orders and Notifications by the Government of Tripura,
The High Court, Government Treasury etc.

GOVERNMENT OF TRIPURA
DIRECTORATE OF INFORMATION & CULTURAL AFFAIRS
AGARTALA

No.F.65(10)-ICA/ADVT/2021/P

Dated, Agartala the 17th January, 2023.

NOTIFICATION

The decisions taken in the 4th meeting of Empowered Advertisement Committee held on 30/11/2022 constituted vide notification No.F.65 (10)-ICA/ADVT/2021 dated 24th May, 2022 in compliance of implementation of Advertisement Policy, 2021 is given below.

1. Modification of eligibility criteria for Print Media:

Criteria	A ¹ category	A Category	B Category	C Category
Printing Machine	Should have own Web Offset printing machine	Should have own Offset printing machine	May be Considered without own Offset printing machine	May be Considered without own Offset printing machine
GST return	Should submit annual GST return	Should submit annual GST return	If do not pay GST, have to submit a self declaration regarding non-submission of GST return	If do not pay GST, have to submit a self declaration regarding non-submission of GST Return
Statement of Audit & Balance Sheet	Shall be submitted Annually	Shall be submitted Annually	Shall be submitted Annually	Statement of Audit & Balance Sheet submission is not mandatory.
Minimum nos. of printed page	12 pages	8 pages	6 pages	4 pages

2. Rates for newly introduced Special types of display ads:


Types of ad	A ¹	A	B	C
	(Rate in per Col. Cm.)			
Top Sky bus (Colour)	Rs.750	Rs.400	Rs.250	Rs.200
NB (1): Above rates will be applicable for color ads from 16 th September, 2022 onwards.				

3. Advertisement Rates for Radio Media (FM):

Type of Ad	Rate
Display/Classified Ad in the form of audio Jingle or Announcement	Broadcasting for per 10 Sec. Rs. 78.2 + GST

4. The ICA Department shall have the discretionary power in releasing any Special advertisement in any particular occasions to different media on the basis of its gravity and target audiences ignoring the category wise distribution ratio.
5. The rates for newly introduced Sky bus ad will be applicable from 17th September, 2022 onwards.
6. As per recommendation of the committee, quantum of advertisement released in different media houses after the new Advertisement Policy-2021 came into force, advertisement is being released in different media houses based on gravity of awareness. Also, the financial year wise calculation of quantum of advertisement released as per sub-clause (iv) of Clause 8 under Tripura Advertisement Policy-2021, will be applicable after finalization of categorization by next 31st July, 2023 and categorically house-wise advertisement volume will be rationalize by Financial Year 2023-24.
7. The Department will categorize all the media houses those submitted all documents as per criteria as listed and recommended in the 3rd EAC (Empowered Advertisement Committee) meeting.

Also, as per recommendation of the committee, those houses failed to submit documents in due course are further requested to submit criteria wise documents by 30th June, 2023.


(Ratan Biswas)
Additional Secretary,
Information and Cultural affairs
Govt. of Tripura

12/01/2023